



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998
Longitude: -83.093858
Radius: 1.0 mile

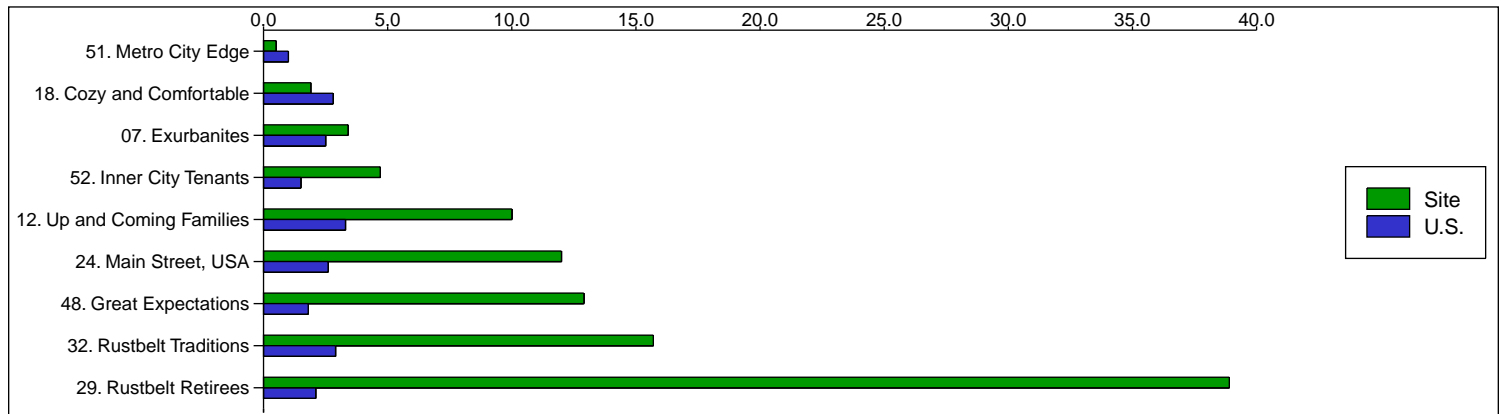
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	29. Rustbelt Retirees	38.9%	38.9%	2.1%	2.1%	1849
2	32. Rustbelt Traditions	15.7%	54.6%	2.9%	5.0%	549
3	48. Great Expectations	12.9%	67.5%	1.8%	6.8%	729
4	24. Main Street, USA	12.0%	79.5%	2.6%	9.4%	457
5	12. Up and Coming Families	10.0%	89.5%	3.3%	12.7%	305
	Subtotal	89.5%		12.7%		
6	52. Inner City Tenants	4.7%	94.2%	1.5%	14.2%	305
7	07. Exurbanites	3.4%	97.6%	2.5%	16.7%	136
8	18. Cozy and Comfortable	1.9%	99.5%	2.8%	19.5%	68
9	51. Metro City Edge	0.5%	100.0%	1.0%	20.5%	51
Total		100.0%		20.5%		489

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



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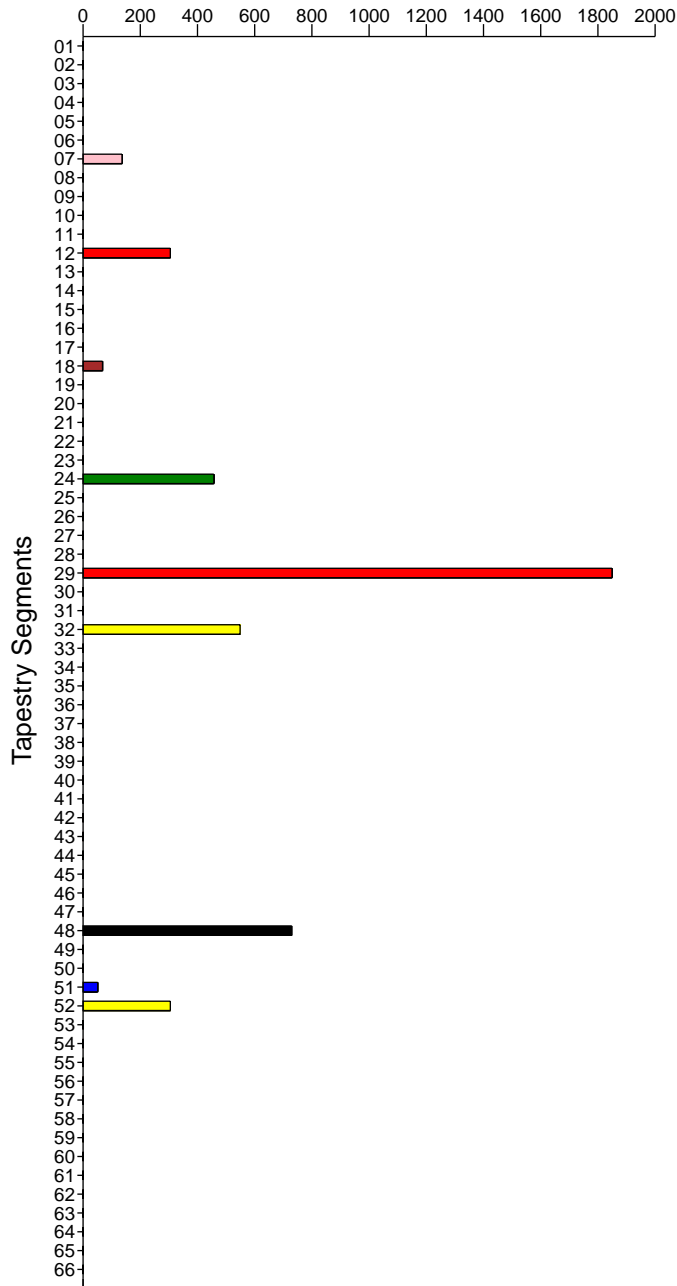
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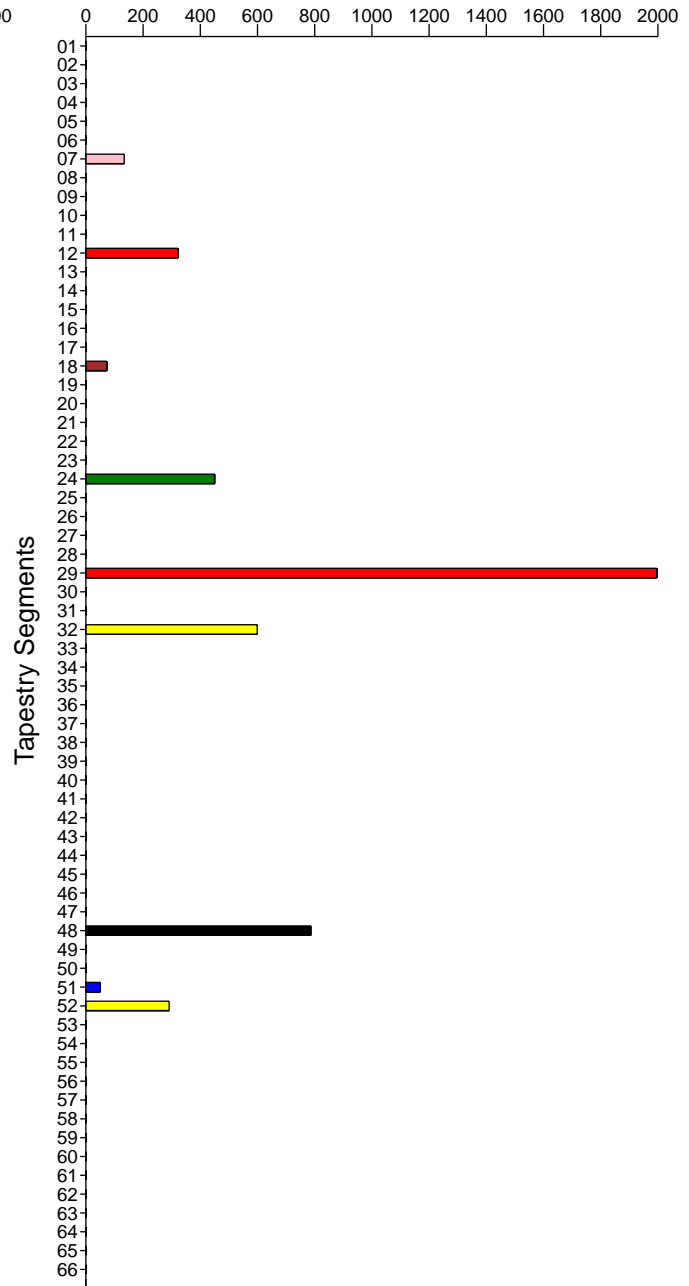
Tapestry Indexes by Households

Index



Tapestry Indexes by Population

Index



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Prepared by: Grove City Department of Development

Town Center Area Demographic Study

4035 Broadway

Grove City, OH 43123

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Longitude: -83.093858

Radius: 1.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	3,479	100.0%		8,322	100.0%	
L1. High Society	117	3.4%	27	282	3.4%	25
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	117	3.4%	136	282	3.4%	134
L2. Upscale Avenues	67	1.9%	14	172	2.1%	15
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	67	1.9%	68	172	2.1%	73
L3. Metropolis	17	0.5%	9	44	0.5%	10
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	17	0.5%	51	44	0.5%	50
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	1,355	38.9%	312	3,160	38.0%	362
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,355	38.9%	1849	3,160	38.0%	1996
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

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Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	3,479	100.0%		8,322	100.0%	
L7. High Hopes	449	12.9%	313	1,034	12.4%	323
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	449	12.9%	729	1,034	12.4%	786
L8. Global Roots	163	4.7%	57	349	4.2%	43
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	163	4.7%	305	349	4.2%	291
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	348	10.0%	131	978	11.8%	131
12 Up and Coming Families	348	10.0%	305	978	11.8%	322
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	963	27.7%	313	2,303	27.7%	330
24 Main Street, USA	416	12.0%	457	952	11.4%	450
32 Rustbelt Traditions	547	15.7%	549	1,351	16.2%	599
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

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Tapestry Segmentation Area Profile

Urbanization Groups

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Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	3,479	100.0%		8,322	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	163	4.7%	43	349	4.2%	42
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	163	4.7%	305	349	4.2%	291
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,412	40.6%	371	3,337	40.1%	353
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	416	12.0%	457	952	11.4%	450
32 Rustbelt Traditions	547	15.7%	549	1,351	16.2%	599
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	449	12.9%	729	1,034	12.4%	786

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	Number	Percent	Index	Number	Percent	Index
Total	3,479	100.0%		8,322	100.0%	
U6. Urban Outskirts II	17	0.5%	9	44	0.5%	10
51 Metro City Edge	17	0.5%	51	44	0.5%	50
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	465	13.4%	87	1,260	15.1%	95
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	117	3.4%	136	282	3.4%	134
12 Up and Coming Families	348	10.0%	305	978	11.8%	322
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,422	40.9%	419	3,332	40.0%	437
18 Cozy and Comfortable	67	1.9%	68	172	2.1%	73
29 Rustbelt Retirees	1,355	38.9%	1849	3,160	38.0%	1996
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI



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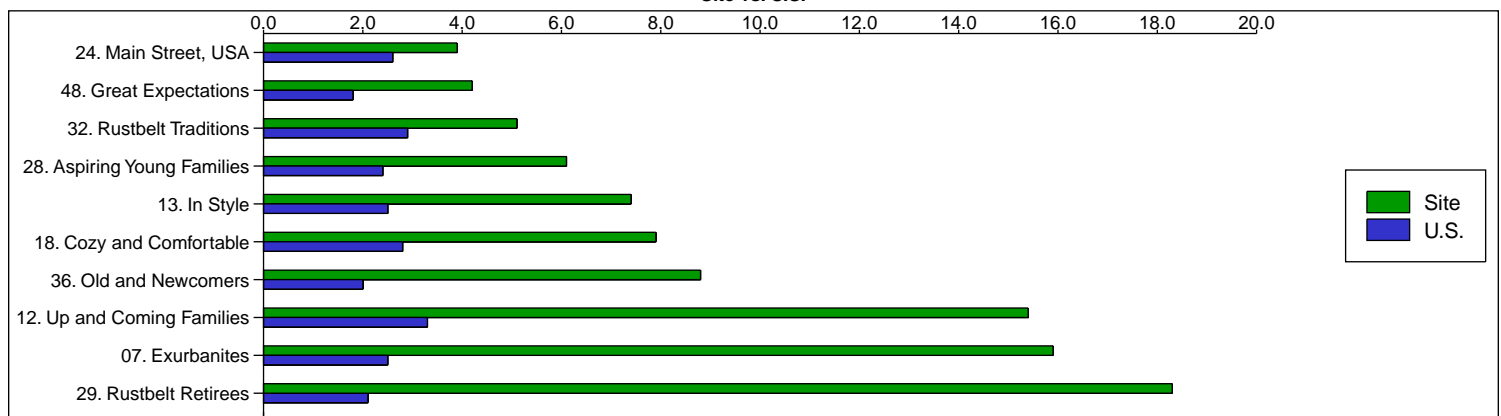
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Top Twenty Tapestry Segments

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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	29. Rustbelt Retirees	18.3%	18.3%	2.1%	2.1%	868
2	07. Exurbanites	15.9%	34.2%	2.5%	4.6%	644
3	12. Up and Coming Families	15.4%	49.6%	3.3%	7.9%	468
4	36. Old and Newcomers	8.8%	58.4%	2.0%	9.9%	447
5	18. Cozy and Comfortable	7.9%	66.3%	2.8%	12.7%	278
	Subtotal	66.3%		12.7%		
6	13. In Style	7.4%	73.7%	2.5%	15.2%	298
7	28. Aspiring Young Families	6.1%	79.8%	2.4%	17.6%	258
8	32. Rustbelt Traditions	5.1%	84.9%	2.9%	20.5%	180
9	48. Great Expectations	4.2%	89.1%	1.8%	22.3%	239
10	24. Main Street, USA	3.9%	93.0%	2.6%	24.9%	150
	Subtotal	26.7%		12.2%		
11	52. Inner City Tenants	3.6%	96.6%	1.5%	26.4%	235
12	51. Metro City Edge	3.5%	100.1%	1.0%	27.4%	359
	Total	100.1%		27.4%		368

Top Ten Tapestry Segments Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



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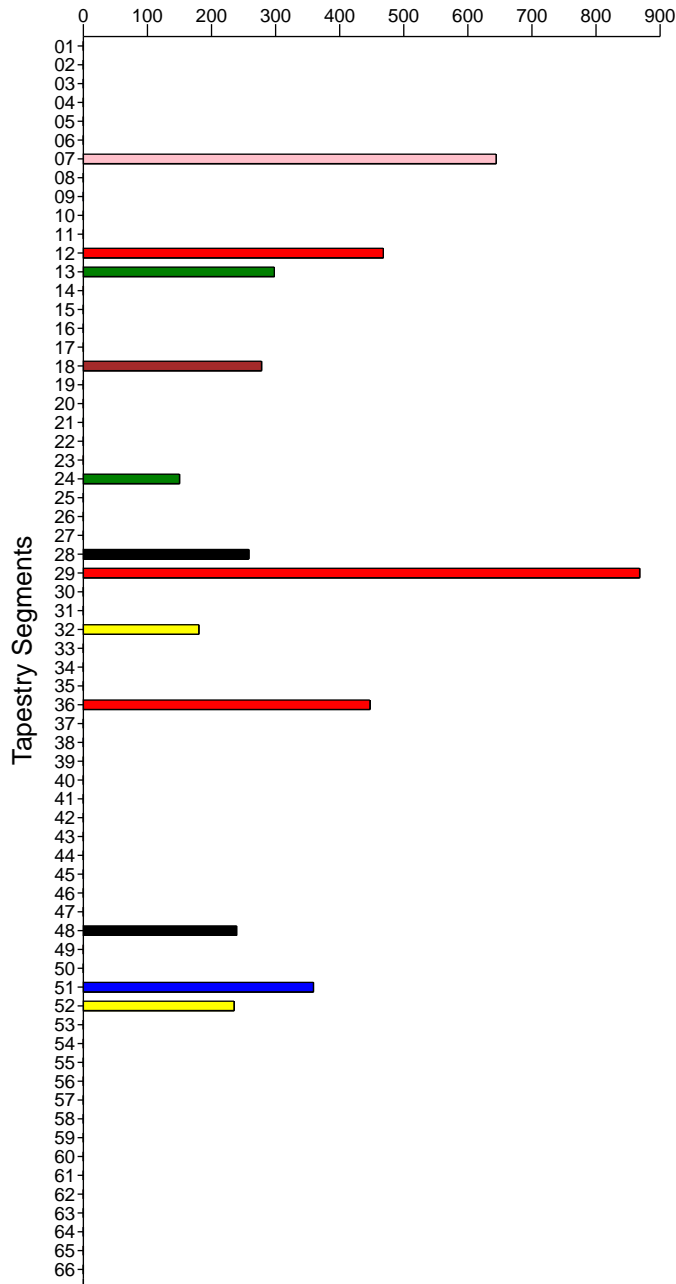
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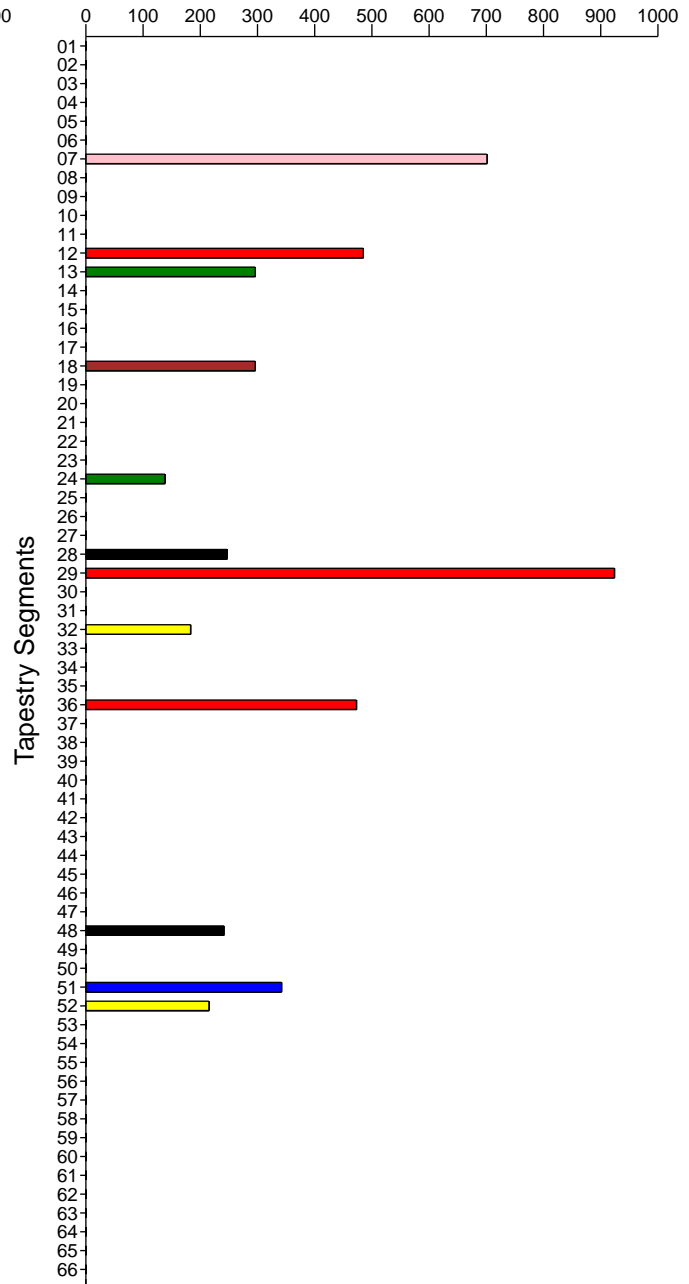
Tapestry Indexes by Households

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Tapestry Indexes by Population

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Tapestry LifeMode Groups	Site Type: Radius					
	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	10,623	100.0%		27,212	100.0%	
L1. High Society	1,686	15.9%	127	4,831	17.8%	128
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,686	15.9%	644	4,831	17.8%	701
L2. Upscale Avenues	1,623	15.3%	111	4,123	15.2%	110
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	785	7.4%	298	1,853	6.8%	296
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	838	7.9%	278	2,270	8.3%	296
L3. Metropolis	367	3.5%	65	982	3.6%	68
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	367	3.5%	359	982	3.6%	342
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	934	8.8%	129	1,969	7.2%	142
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	934	8.8%	447	1,969	7.2%	473
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	1,942	18.3%	147	4,784	17.6%	167
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,942	18.3%	868	4,784	17.6%	924
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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LifeMode Groups

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	Number	Percent	Index	Number	Percent	Index
Total	10,623	100.0%		27,212	100.0%	
L7. High Hopes	1,093	10.3%	249	2,558	9.4%	244
28 Aspiring Young Families	644	6.1%	258	1,524	5.6%	247
48 Great Expectations	449	4.2%	239	1,034	3.8%	241
L8. Global Roots	384	3.6%	44	844	3.1%	32
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	384	3.6%	235	844	3.1%	215
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,631	15.4%	201	4,818	17.7%	197
12 Up and Coming Families	1,631	15.4%	468	4,818	17.7%	485
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	963	9.1%	103	2,303	8.5%	101
24 Main Street, USA	416	3.9%	150	952	3.5%	138
32 Rustbelt Traditions	547	5.1%	180	1,351	5.0%	183
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

Latitude: 39.881998
Longitude: -83.093858
Radius: 2.0 mile

Site Type: Radius

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	10,623	100.0%		27,212	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,962	18.5%	169	4,337	15.9%	160
28 Aspiring Young Families	644	6.1%	258	1,524	5.6%	247
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	934	8.8%	447	1,969	7.2%	473
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	384	3.6%	235	844	3.1%	215
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,412	13.3%	121	3,337	12.3%	108
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	416	3.9%	150	952	3.5%	138
32 Rustbelt Traditions	547	5.1%	180	1,351	5.0%	183
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	449	4.2%	239	1,034	3.8%	241

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by: Grove City Department of Development

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4035 Broadway
Grove City, OH 43123

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Radius: 2.0 mile

Site Type: Radius

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	10,623	100.0%		27,212	100.0%	
U6. Urban Outskirts II	367	3.5%	66	982	3.6%	68
51 Metro City Edge	367	3.5%	359	982	3.6%	342
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	4,102	38.6%	250	11,502	42.3%	265
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,686	15.9%	644	4,831	17.8%	701
12 Up and Coming Families	1,631	15.4%	468	4,818	17.7%	485
13 In Style	785	7.4%	298	1,853	6.8%	296
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,780	26.2%	268	7,054	25.9%	283
18 Cozy and Comfortable	838	7.9%	278	2,270	8.3%	296
29 Rustbelt Retirees	1,942	18.3%	868	4,784	17.6%	924
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

Site Type: Radius

Latitude: 39.881998
Longitude: -83.093858
Radius: 3.0 mile

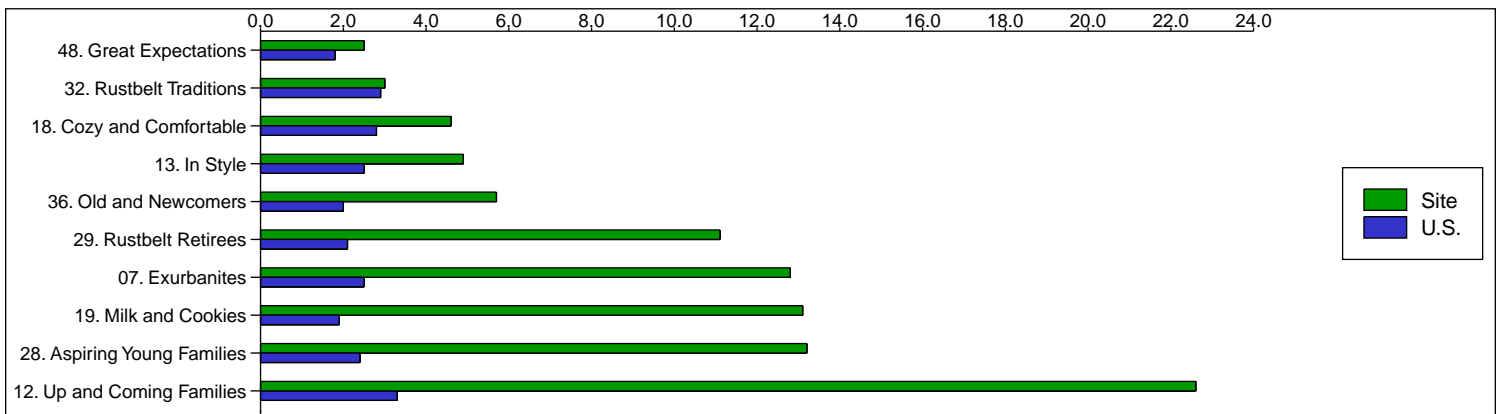
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	22.6%	22.6%	3.3%	3.3%	688
2	28. Aspiring Young Families	13.2%	35.8%	2.4%	5.7%	560
3	19. Milk and Cookies	13.1%	48.9%	1.9%	7.6%	680
4	07. Exurbanites	12.8%	61.7%	2.5%	10.1%	520
5	29. Rustbelt Retirees	11.1%	72.8%	2.1%	12.2%	525
	Subtotal	72.8%		12.2%		
6	36. Old and Newcomers	5.7%	78.5%	2.0%	14.2%	288
7	13. In Style	4.9%	83.4%	2.5%	16.7%	199
8	18. Cozy and Comfortable	4.6%	88.0%	2.8%	19.5%	162
9	32. Rustbelt Traditions	3.0%	91.0%	2.9%	22.4%	105
10	48. Great Expectations	2.5%	93.5%	1.8%	24.2%	139
	Subtotal	20.7%		12.0%		
11	24. Main Street, USA	2.3%	95.8%	2.6%	26.8%	87
12	52. Inner City Tenants	2.1%	97.9%	1.5%	28.3%	137
13	51. Metro City Edge	2.0%	99.9%	1.0%	29.3%	209
14	25. Salt of the Earth	0.2%	100.1%	2.8%	32.1%	7
	Total	100.1%		32.1%		314

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

Prepared by: Grove City Department of Development

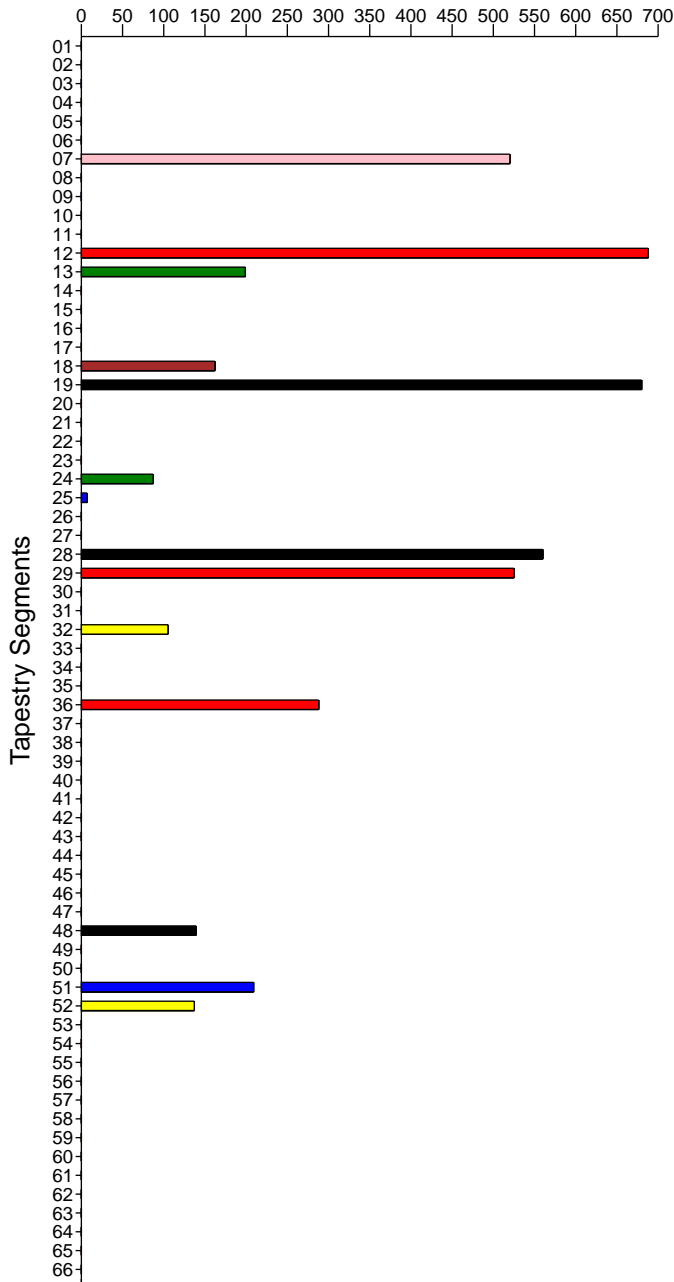
Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

Site Type: Radius

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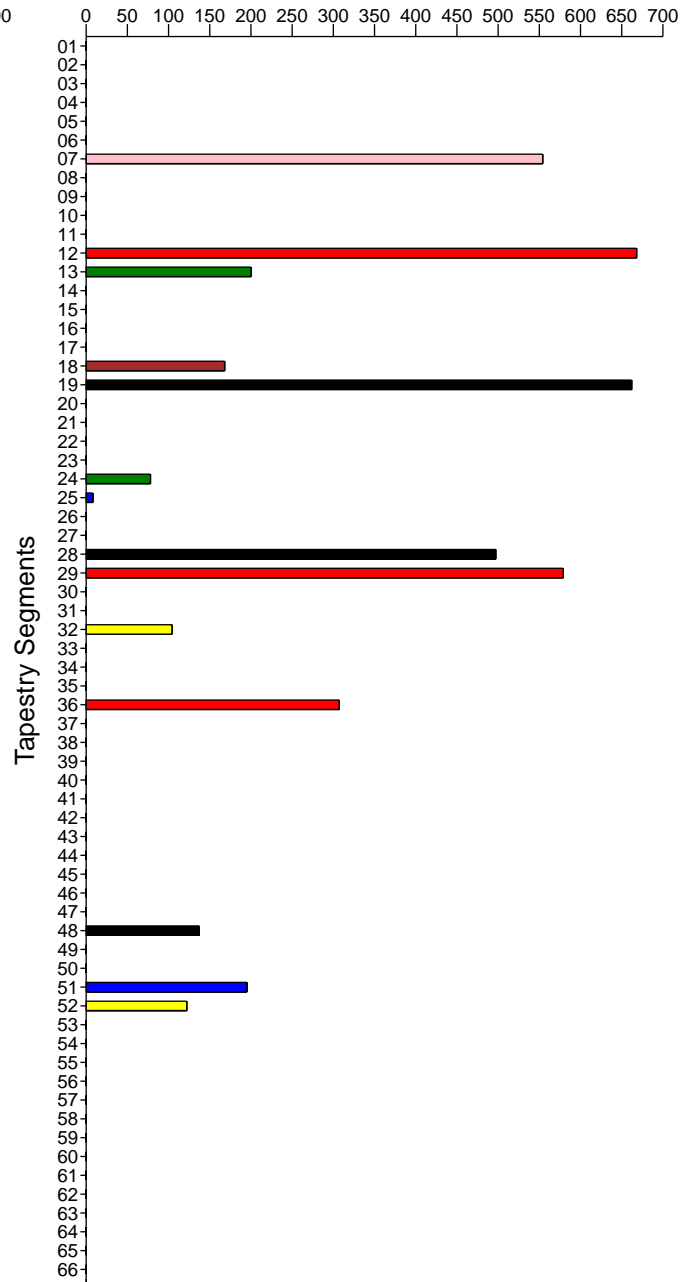
Tapestry Indexes by Households

Index



Tapestry Indexes by Population

Index



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by: Grove City Department of Development

Town Center Area Demographic Study
4035 Broadway
Grove City, OH 43123

Latitude: 39.881998
Longitude: -83.093858
Radius: 3.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	18,219	100.0%		47,790	100.0%	
L1. High Society	2,333	12.8%	102	6,704	14.0%	101
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	2,333	12.8%	520	6,704	14.0%	554
L2. Upscale Avenues	1,738	9.5%	69	4,472	9.4%	68
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	900	4.9%	199	2,202	4.6%	200
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	838	4.6%	162	2,270	4.7%	168
L3. Metropolis	367	2.0%	38	982	2.1%	39
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	367	2.0%	209	982	2.1%	195
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	1,031	5.7%	83	2,245	4.7%	92
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,031	5.7%	288	2,245	4.7%	307
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	2,016	11.1%	89	5,264	11.0%	105
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,016	11.1%	525	5,264	11.0%	579
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Prepared by: Grove City Department of Development

Town Center Area Demographic Study

4035 Broadway

Grove City, OH 43123

Latitude: 39.881998

Longitude: -83.093858

Radius: 3.0 mile

Site Type: Radius

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	18,219	100.0%		47,790	100.0%	
L7. High Hopes	2,852	15.7%	380	6,416	13.4%	349
28 Aspiring Young Families	2,403	13.2%	560	5,382	11.3%	497
48 Great Expectations	449	2.5%	139	1,034	2.2%	137
L8. Global Roots	384	2.1%	26	844	1.8%	18
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	384	2.1%	137	844	1.8%	122
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	6,502	35.7%	467	18,456	38.6%	430
12 Up and Coming Families	4,117	22.6%	688	11,669	24.4%	668
19 Milk and Cookies	2,385	13.1%	680	6,787	14.2%	662
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	963	5.3%	60	2,303	4.8%	57
24 Main Street, USA	416	2.3%	87	952	2.0%	78
32 Rustbelt Traditions	547	3.0%	105	1,351	2.8%	104
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	33	0.2%	2	104	0.2%	2
25 Salt of the Earth	33	0.2%	7	104	0.2%	8
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

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Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	18,219	100.0%		47,790	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	2,385	13.1%	116	6,787	14.2%	124
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	2,385	13.1%	680	6,787	14.2%	662
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	3,818	21.0%	191	8,471	17.7%	178
28 Aspiring Young Families	2,403	13.2%	560	5,382	11.3%	497
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,031	5.7%	288	2,245	4.7%	307
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	384	2.1%	137	844	1.8%	122
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,412	7.8%	71	3,337	7.0%	61
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	416	2.3%	87	952	2.0%	78
32 Rustbelt Traditions	547	3.0%	105	1,351	2.8%	104
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	449	2.5%	139	1,034	2.2%	137

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Total	18,219	100.0%		47,790	100.0%	
U6. Urban Outskirts II	367	2.0%	39	982	2.1%	38
51 Metro City Edge	367	2.0%	209	982	2.1%	195
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	7,350	40.3%	262	20,575	43.1%	269
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	2,333	12.8%	520	6,704	14.0%	554
12 Up and Coming Families	4,117	22.6%	688	11,669	24.4%	668
13 In Style	900	4.9%	199	2,202	4.6%	200
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,854	15.7%	160	7,534	15.8%	172
18 Cozy and Comfortable	838	4.6%	162	2,270	4.7%	168
29 Rustbelt Retirees	2,016	11.1%	525	5,264	11.0%	579
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	33	0.2%	2	104	0.2%	2
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	33	0.2%	7	104	0.2%	8
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI